

SAFETY Network

May 2008

www.michigan.gov/ohsp

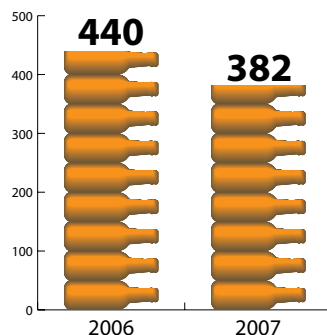
State's traffic deaths hold steady in 2007

ALCOHOL-DRUG INVOLVED TRAFFIC DEATHS PLUMMET 13 PERCENT WHILE YOUNG DRIVER FATALS JUMP 18 PERCENT

While Michigan traffic fatalities remained steady from 2006 to 2007, the number of fatal crashes declined from 1,002 to 987. Notably, alcohol and/or drug-involved fatalities fell 13 percent, from 440 in 2006 to 382 in 2007, the lowest number in more than a decade, according to just-released information from the Michigan State Police, Criminal Justice Information Center.

Traffic-related injuries dropped by more than 1,300, from 81,942 in 2006 to 80,576 in 2007. Total crashes increased 3 percent, from 315,322 in 2006 to 324,174 in 2007.

Since 2000, Michigan has seen a downward trend in traffic deaths, due in large part to substantial increases in safety belt use. The only increase since 2000 came in 2003 when there was a modest increase of four traffic deaths. The state has one of the highest belt use rates in the country at 94



ALCOHOL AND/OR DRUG-INVOLVED FATALITIES FELL 13 PERCENT IN 2007

percent. Other factors also credited include improvements in road design and intersections, as well as continuing vehicle safety improvements such as air bags, anti-lock brakes and electronic stability control.

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Granholt signs booster seat legislation

NEW LAW REQUIRES CHILDREN UNDER AGE 8, 4'9" TALL TO USE CHILD RESTRAINTS

Governor Jennifer M. Granholm has signed legislation that will require the use of approved booster seats for children who are under eight and less than 4 feet 9 inches tall. The bill takes effect July 1.

Current law requires children under age four to ride in an infant or child car seat. The new law extends the requirement to include older children who also are not optimally protected by seat belts alone.

Partners for Child Passenger Safety (PCPS) conducts the world's largest ongoing study of children in crashes and

analyzes actual crash data from 16 states, including Michigan. PCPS reports that the risk of injury for a 4 to 8 year-old child is reduced by 59 percent when using a car seat or booster seat. Children in seat belts alone are four times more likely to suffer head/brain injuries as compared to those in booster seats. States that have passed similar laws also have determined that child restraint use increases dramatically when required by law.

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Detroit Tigers, fans create traffic safety commercials



Detroit Tigers' fans had the chance to create their own commercials about buckling up and designating a sober driver at the April 15 game at Comerica Park. The project was a joint effort between Techniques for Effective Alcohol Management, the Detroit Tigers, Responsibility Has Its Rewards, and the Office of Highway Safety Planning. The fans' ads will be used along with footage from two Detroit Tigers to create public service announcements about buckling up and sober driving that will be run at the stadium throughout the season.

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New service to automatically e-mail, instant message safety recall information launched

CONSUMERS NOW ABLE TO SIGN UP FOR SAFETY SEAT AND TIRE RECALL INFORMATION

Consumers will be able to get important safety updates about child seats and tire recalls automatically e-mailed or sent to their PDA devices as part of a new federal government notification service, U.S. Secretary of Transportation Mary E. Peters recently announced.

The new system focuses on safety seat and tire recall information because fewer consumers have historically responded to these important safety updates. For example, less than one-third of affected

consumers respond to the tire recalls, while less than half of affected consumers respond to child seat recalls.

Consumers should visit www.safercar.gov and click on the E-mail or RSS option to register for the new notification service. However, consumers are urged to continue registering their safety seats and tires with manufacturers, even if they sign up for the new notification service. Registering child seats and tires helps manufacturers contact purchasers about recalls in a timely

fashion and allows them to provide additional details and instructions about the recalls.

In addition, a new feature has been added to the website to make it easier for consumers to register safety seats directly with manufacturers. Consumers should click on the *Register your child restraint online* link to take advantage of this service.

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The signing of Senate Bill 82 is a culmination of a multi-year effort on the part of child passenger safety advocates in the state of Michigan, including the Safe Kids and Boost MI Kids coalitions. More information on child passenger safety can be found at www.michigansafekids.org.

The Office of Highway Safety Planning is working with the Michigan Department of Community Health to develop a public information campaign about the new law to help educate parents, caregivers, and law enforcement.



MDOT investing \$8 million in centerline rumble strips on rural highways

The Michigan Department of Transportation (MDOT) recently announced a three year, \$8 million safety initiative involving the installation of centerline rumble strips on 5,700 miles of rural, non-free-way roads across the state. MDOT also will add approximately 1,700 miles of shoulder rumble strips. Rumble strip installation will begin this construction season and will be completed in 2010. MDOT will improve about one-third of its selected inventory during 2008, beginning in April; one-third in 2009; and the remainder in 2010.

Several other states have successfully launched similar safety efforts aimed at

saving lives on rural roads. MDOT reviewed all two- and four-lane rural highways with a posted speed of 55 mph or higher, in order to determine where centerline and edge line rumble strips could be installed as a low-cost, high-benefit improvement.

Since the 1990s, MDOT has systematically installed rumble strips on freeway shoulders to benefit Michigan motorists. The new centerline rumble strips on rural non-freeways are proven as a cost-effective countermeasure to lane departure crashes brought on by driver drowsiness, distraction, and/or inattention.

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Setting the Example awards presented

The Michigan Office Of Highway Safety Planning (OHSP) presented "Setting The Example" awards to the Alger County Road Commission and Officer Tom Swanson from the Sault Saint Marie Police Department at the recent Upper Peninsula Traffic Safety Committee

The Road Commission was nominated for a snow plow safety public information and education campaign that they provide every year to children in four Alger County elementary schools. First Lieutenant Frank Hentschell, post commander of the Michigan State Police Munising Post and the chairman of the U.P. Traffic Safety Committee, made the nomination.

Officer Tom Swanson from the Sault Saint Marie Police Department was presented with the award after being nominated by Sault Saint Marie Chief Lou Murray and Detective/Sergeant Mike Bitnar of the Chippewa County Sheriff's Office for his work on underage drinking prevention.



Sault Saint Marie Police Office Tom Swanson (center) accepts his award. Also pictured are Sault Saint Marie Chief Lou Murray and Chippewa County Sheriff's Office Detective/ Sergeant Mike Bitnar.



Pete Heyrman (at left), Alger County Road Commission foreman, accepts the award from First Lieutenant Frank Hentschell, post commander of the Michigan State Police Munising Post and chairman of the U.P. Traffic Safety Committee.

What's Ahead

MAY

Motorcycle Safety Awareness Month

www.nhtsa.gov

National Bike Month

www.bikeleague.org/programs/bikemonth

National Transportation Week

www.ntweek.org

16 **National Bike Day**

www.bikeleague.org/programs/bikemonth

18-24 **EMS Week**

www3.acep.org

19-6/1 **Click It or Ticket mobilization**

www.nhtsa.dot.gov

JULY

1 **New booster seat law goes into effect**

www.michigansafekids.org 20-26

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Statewide safety belt blitz starts May 19

ENFORCEMENT ZONES IN EFFECT IN 55 COUNTIES

More than 560 law enforcement agencies will participate in the Buckle Up or Pay Up, Click It or Ticket mobilization from May 19-June 1, 2008. Almost 300 of those agencies will conduct grant-funded safety belt enforcement zones during the day, with agencies in 22 counties conducting roving patrols in the evening to remind motorists to buckle up and obey all traffic laws at night.

The Michigan Office of Highway Safety Planning (OHSP) administers federal funding for 55 counties to conduct enhanced enforcement to increase safety belt use across the state.

The following 55 counties will set up safety belt enforcement zones from May 19-

June 1: Allegan, Alpena, Barry, Bay, Berrien, Calhoun, Cass, Charlevoix, Cheboygan, Chippewa, Clinton, Delta, Dickinson, Eaton, Emmet, Genesee, Gogebic, Grand Traverse, Hillsdale, Ingham, Ionia, Iron, Isabella, Jackson, Kalamazoo, Kent, Lapeer, Leelanau, Lenawee, Livingston, Mackinac, Macomb, Marquette, Mason, Menominee, Midland, Monroe, Montcalm, Muskegon, Oakland, Oceana, Ogemaw, Otsego, Ottawa, Roscommon, Saginaw, Sanilac, Schoolcraft, St. Clair, St. Joseph, Shiawassee, Van Buren, Washtenaw, Wayne, and Wexford.

To help promote the effort, OHSP has several, free posters available. Call (517) 333-2722 for more information.



OHSP garners two public relations awards

The Office of Highway Safety Planning has been honored with two, first place awards from the Central Michigan Chapter of the Public Relations Society of America (PRSA).

PRSA honors mid-Michigan public relations activities through its PACE Awards, which are presented to practitioners who have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.

OHSP and its media contractor, Pace & Partners of Lansing, were awarded two, first place "Pinnacle" PACE Awards on April 24. These include honors for a Communications Kit to promote the May 2007 *Buckle Up or Pay Up, Click It or Ticket* campaign and for a radio public service announcement promoting a statewide drunk driving crackdown.

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THE CRASH DATA ALSO SHOWS:

- >> Motorcycle fatalities increased from 114 to 124 in 2007.
- >> Young driver fatalities (age 16 to 20) increased from 188 in 2006 to 227 in 2007.
- >> Deer-vehicle crashes rose from 60,875 in 2006 to 61,907 in 2007. There were 11 people killed in deer-vehicle crashes in 2007, down from 12 in 2006.
- >> Commercial motor vehicle fatalities increased from 130 in 2006 to 136 in 2007.
- >> Pedestrian fatalities dropped from 139 in 2006 to 136 in 2007.
- >> Bicycle fatalities dropped from 28 in 2006 to 18 in 2007.

Additional 2007 crash information will be posted to www.michigantrafficcrash-facts.org in the coming months.

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GTSAC presents fifteen traffic safety awards

The Governor's Traffic Safety Advisory Commission (GTSAC) presented eleven traffic safety and four long-term awards at the group's annual awards luncheon March 13. Each year the

commission honors organizations, programs and individuals for outstanding contributions to traffic safety. The awards luncheon was part of the 13th Annual Michigan Traffic Safety Summit.

2007 TRAFFIC SAFETY AWARDS



Robert Morris, GTSAC chair, presents Shahid Abbas with his award.

SHAHID ABBAS, TRAFFIC ENGINEER, CITY OF KALAMAZOO

For overseeing the installation and promotion of pedestrian countdown signals at intersections in Kalamazoo, resulting in a significant reduction in pedestrian/vehicle crashes and injuries.



Robert Morris presents Dianne Degregorio of C.S. Mott Children's Hospital an award for the hospital's Buckle Up! Program.

BUCKLE UP! PROGRAM

C.S. Mott Children's Hospital
For increasing proper use of child safety seats through education and car seat installation inspections and for providing child safety seats to those in need.



Robert Morris presents an award to Michigan State Police Trooper Charles Bartley.

MULTI-JURISDICTIONAL TRAFFIC ENFORCEMENT TEAM
Trooper **CHARLES BARTLEY**, Bridgman Post, Michigan Department of State Police
For coordinating monthly traffic enforcement efforts among local, county, and state law enforcement agencies to improve safety on Berrien County roadways.



Genesee County Prosecutor David Leyton (right) accepts a traffic safety award from Robert Morris.

GENESEE COUNTY FATAL ALCOHOL CRASH TEAM

For its multi-jurisdictional team approach toward investigating alcohol-related injuries and fatal crashes with the goal of a 100 percent conviction rate.



Robert E. Glegg (right), of the City of Port Huron, accepts the award from Robert Morris.

CITY OF PORT HURON
For reducing intersection crashes by 47 percent through traffic signal modernization and intersection improvements at traffic signals.



Robert Morris presents Jennifer and Matthew Gezequel a traffic safety award.

MATTHEW AND JENNIFER GEZEQUEL, MINDEN CITY

For keeping children safe in motor vehicles by conducting child safety seat checks and teaching child passenger safety technicians how to ensure children are properly restrained.



Robert Morris presents Troy Mayor Louise Shilling and John Abraham, city engineer, with the city's award.

CITY OF TROY
For reducing intersection crashes by 15 percent by retiming traffic signals throughout the city.



MDOT's Larry E. Tibbits (right) accepts a traffic safety award from Robert Morris.

LARRY E. TIBBITS, P.E., CHIEF OPERATIONS OFFICER, MICHIGAN DEPARTMENT OF TRANSPORTATION

For providing leadership on state and national safety initiatives to improve traffic safety and for helping implement the goals of Michigan's Strategic Highway Safety Plan.

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Robert Morris honors Roberta Welke from MDOT.

ROBERTA S. WELKE, SOUTHWEST REGION ENGINEER, MICHIGAN DEPARTMENT OF TRANSPORTATION

For working with stakeholders in the trucking industry, engineering, and law enforcement to develop and implement programs affecting commercial motor vehicle traffic in southwest Michigan to improve highway safety.



Portage Police Officer Gregory Wessendorf accepts his traffic safety award from Robert Morris.

OFFICER GREGORY WESSENDORF, PORTAGE POLICE DEPARTMENT

For spearheading several youth-oriented traffic safety initiatives in Portage, including underage drinking, safety belt, bicycle helmet, and pedestrian safety programs, as well conducting child safety seat checks.



Robert Morris presents the Where Workers Present award to Patrick Brown of the Michigan Infrastructure and Transportation Association, Brian Zimmerman of MDOT, and First Lieutenant Thad Peterson of the Michigan Department of State Police.

WHERE WORKERS PRESENT 45
Michigan Department of Transportation, Michigan Infrastructure and Transportation Association, and Michigan Department of State Police
For implementing a road signage program urging motorists to slow down to 45 mph where workers are present in roadway construction zones, reducing work zone crashes by 20 percent in its first year.

RICHARD H. AUSTIN LONG-TERM TRAFFIC SAFETY AWARDS



Secretary of State Terri Lynn Land presents Randy Thayer of General Motors the company's long-term award.

GENERAL MOTORS CORPORATION

For its long-term dedication to the traffic safety issues of safety belts, child passenger safety, and drunk driving prevention. GM's activities on these issues have ranged from direct advocacy and involvement to financial support to voluntary time commitments to safety organizations by company executives and employees.



Secretary of State Terri Lynn Land presents Sue Girard-Jackson of the Marquette Sheriff's Office with her award.

SUE GIRARD-JACKSON, MARQUETTE COUNTY SHERIFF'S OFFICE

For her commitment to developing proactive programs to reduce underage drinking and increase child passenger safety. For the past fifteen years, Ms. Girard-Jackson has spearheaded innovative programs to decrease acceptability and youth access to alcohol and to increase the number of child passenger safety technicians and instructors in Michigan's Upper Peninsula.



Secretary of State Terri Lynn Land presents Heather Hockanson of the Michigan Department of Community Health with her award.

HEATHER HOCKANSON, MICHIGAN DEPARTMENT OF COMMUNITY HEALTH

For her passion for protecting Michigan's children through injury prevention programs, particularly child passenger safety (CPS). Ms. Hockanson was Michigan's first CPS instructor and has worked tirelessly to increase the number of CPS technicians to more than 950, leading to increased use of child safety seats and a decline in fatalities and injuries to young children.



Pictured with Secretary Land are the OHSP Law Enforcement Liaison (LEL) Team (l. to r.) Michael Harris, LEL Coordinator, Detective Ken Pelland, Grosse Ile Police Department, Secretary Land, Michigan State Police Sergeant Jill McKelvey, Lansing Police Officer Scott Ellis, Jamie Dolan, OHSP's Upper Peninsula traffic safety coordinator, Lieutenant Kevin Nickel, Bay County Sheriff's Office, and Dale Haverdink, retired from the Allegan County Sheriff's Office. Team members not pictured are Lansing Police Officer Darren Blount and Peter Brokas, retired from the Westland Police Department.

MICHIGAN LAW ENFORCEMENT LIAISON PROGRAM, OFFICE OF HIGHWAY SAFETY PLANNING

For increasing participation of Michigan's law enforcement community in statewide safety belt and drunk driving enforcement efforts. The liaisons have been instrumental in recruiting and training agencies to participate in traffic safety enforcement efforts over the past seven years, during which time Michigan's safety belt use rate increased from 80 to 94 percent.

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Give 'em a Brake Coalition kicks off work zone awareness campaign

Michigan's Give 'em a Brake Safety Coalition kicked off its 2008 awareness campaign during National Work Zone Awareness Week, April 7-11. The goal of the education campaign is to bring increased state and national attention to protect workers and motorists in road construction work zones.

Michigan's Give 'em a Brake Safety Coalition, representing union road workers, law enforcement, road builders, utility workers, and transportation interests, is promoting the *Where Workers Present 45* safety campaign. Motorists will see *Where Workers Present 45* road signs in many work zones on Michigan trunklines and interstate U.S. highway routes. These signs provide a more consistent speed limit, in

all applicable work zones, which contributes to the reduction of certain types of crashes and ultimately reduces the exposure of workers (and motorists) to these crashes.

In 2007, there were 5,499 crashes, 1,420 injuries, and 20 fatalities—including one road worker—in Michigan work zones. In 2006, there were 5,216 crashes, 1,450 injuries, and 18 fatalities, one of which was a road worker.

Ninety-five percent of the fatalities in 2007 in Michigan work zones involved the driver and/or passengers. Currently, a motorist who injures or kills a road worker faces up to 15 years in jail and \$7,500 in fines.

Year	2000	2001	2002	2003	2004	2005	2006	2007
Crashes	6,562	6,475	6,576	5,978	6,583	6,545	5,216	5,499
Injuries	2,018	1,893	1,829	1,668	1,828	1,811	1,450	1,420
Fatalities	9	16	19	12	22	20	18	20

Traffic crashes cost more than twice that of congestion

The American Automobile Association recently released a groundbreaking report by Cambridge Systematics, Inc. (CS) that compares the societal and economic impacts of motor vehicle crashes and traffic congestion.

By calculating a per person cost for crashes and multiplying this cost by the population figures in the same urban areas used by the Texas Transportation Institute in the annual Urban Mobility Report, CS was able to compare the cost of crashes to the cost of congestion. The CS study shows that the costs of traffic crashes is nearly

two and half times the cost of congestion - \$164.2 billion for traffic crashes and \$67.6 billion for congestion.

The study, along with recommendations for improvements, is designed to raise awareness of the importance of transportation investments, and provide policy-makers, departments of transportation, and the public with information on the magnitude of the safety problem.

The report can be found at <http://www.aaanewsroom.net/Main/Default.asp?CategoryID=7&ArticleID=596>

Michigan recognized for timely, quality data

Michigan was one of three states recognized by the Federal Motor Carrier Safety Administration (FMCSA) for exemplary overall performance in collecting and reporting timely, accurate, and complete commercial motor vehicle data.

The Michigan State Police (MSP) received the FMCSA 2008 Leadership Award for Achieving Excellence in Overall Data Quality at the 3rd Annual Motor Carrier Safety Assistance Program National Leadership Conference in Denver, Colorado.

In accepting the award, Captain Robert R. Powers, Jr., commander of the MSP Traffic Safety Division, noted the exceptional collaboration between the MSP Traffic Safety Division and the MSP Criminal Justice Information Center, which is responsible for the initial processing of all Michigan crash reports. The timely submission of data is extremely important to the overall goal of reducing serious and fatal large truck and bus crashes.

Michigan motor carrier officers inspected over 75,000 commercial motor vehicles in 2007. Michigan's inspection report upload rate was five days, which is well below the federal requirement of 21 days. In addition, 97 percent of all Michigan commercial motor vehicle crashes were processed and reported accurately to the FMCSA within 30 days, again exceeding the federal requirement of 90 days.

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OHSP Staff:

Contact	Program Area	Phone	E-mail
Michael L. Prince	Director	(517) 333-5301	princem@michigan.gov
Deborah Sonnenberg	Executive Secretary	(517) 333-5301	sonnenbD@michigan.gov
COMMUNICATIONS SECTION			
Anne Readett	Manager	(517) 333-5317	readetta@michigan.gov
Jonathan Benallack	Graphic Designer	(517) 333-5992	benallackj1@michigan.gov
Kim Harris-Burrows	Secretary	(517) 333-5325	harriskk@michigan.gov
Elaine Keilen	Secretary	(517) 333-5325	keilene@michigan.gov
Alyson Kechkaylo	Media Relations and Outreach	(517) 333-5304	kechkayloa@michigan.gov
Lynn Sutfin	Public Information and Marketing	(517) 333-5754	sutfinl@michigan.gov
FISCAL SECTION			
Kim Kelly	Manager	(517) 333-5305	kellykw@michigan.gov
Julie Roth	Secondary Road Patrol	(517) 333-5333	rothj3@michigan.gov
Sandy Eyre	Secretary	(517) 333-5303	eyres@michigan.gov
Karen Richardson	Accounting Technician	(517) 333-5332	richardk@michigan.gov
Spencer Simmons	Accountant	(517) 333-5326	simmonssj@michigan.gov
PLANNING AND PROGRAM OPERATIONS SECTION			
Kathy Farnum	Manager	(517) 333-5316	farnumk@michigan.gov
Pat Carrow	Safe Communities, School Bus Safety, Mature Drivers	(517) 333-5315	carrowp@michigan.gov
Steve Schreier	Engineering, Traffic Crash Data, Pedestrians	(517) 333-5306	schreies@michigan.gov
Pietro Semifero	Information Collection and Analysis	(517) 333-5320	semiferp@michigan.gov
Arlene Turner	Secretary	(517) 333-5334	turnera@michigan.gov
Dan Vartanian	Corporate Outreach, Network of Employers for Traffic Safety	(517) 333-5322	vartanid@michigan.gov
GRANT MANAGEMENT UNIT			
Deborah Savage	Manager	(517) 333-5324	savaged@michigan.gov
Jamie Dolan	Upper Peninsula Traffic Safety Coordinator	(906) 225-7036	dolanj@michigan.gov
Pat Eliason	Police Traffic Services Coordinator	(517) 333-5318	eliasonp@michigan.gov
Jason Hamblen	Impaired Driving, Motorcycle Safety, Adjudication	(517) 333-5319	hamblenj@michigan.gov
Michael Harris	Law Enforcement Liaison Coordinator	(517) 333-4417	harrismichael@michigan.gov
Dianne Perukel	Youth Alcohol, Bicycle Safety, Young Drivers	(517) 333-5337	perukeld@michigan.gov
Brenda Roys	Grants Technician	(517) 333-5302	roysb@michigan.gov
Alicia Sledge	Occupant Protection, Child Passenger Safety, EMS	(517) 333-5321	sledgea@michigan.gov

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Michigan Office of Highway Safety Planning
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Office of Highway Safety Planning
4000 Collins Road, P.O. Box 30633
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(517) 336-6477